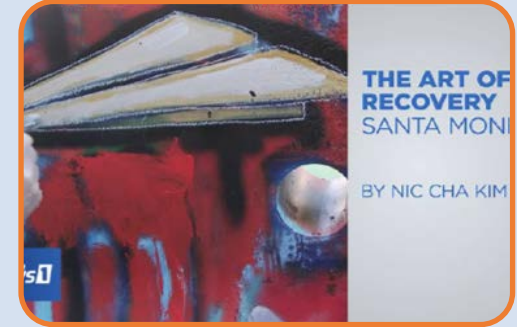


What We've Accomplished Together

Emergency Rental Assistance Program	Santa Monica Pier Reopening	Santa Monica Cares	SM Shines COVID-19 Assurance Program	Free Parklet Materials	Free PPE for Local Businesses	Main Street AI Fresco
Ocean Avenue Boardwalks and Sidewalk Dining	VAP Food Pantry	Residential + Commercial Eviction Protections/ Rent Relief Program	Entrepreneur + Finding a Job Webinar Series	Ocean Avenue Cycletrack	Wilshire Parklets	New Permits for Outdoor Uses
Interim Zoning Ordinances	Process Improvements	Emergency Orders	We Are Santa Monica Fund	ERTF Resource Website	Support for Childcare Providers	SM Shines Litter Campaign
Shared Identity	Citywide Signage	SAMO Small Business Recovery Grants Program	VAP Community Kitchen Seed Funding	Local Hire SM Jobs Board + biweekly emails	Art of Recovery Fund	Drive In Experiences + Permit Program

Supporting the Santa Monica Community



Reaching
Vulnerable
Populations

Supporting
Local
Business and
Neighborhood
Vitality

Promoting
Safe Indoor
and Outdoor
Environments

Sharing and
Amplifying
Our Efforts

Reaching
Vulnerable
Populations

WE ARE SANTA MONICA FUND

COVID-19 - We Are Santa Monica Fund



COVID-19 Relief for Santa Monica Residents

Many Santa Monica residents have been impacted by the COVID-19 health emergency. Donations support impacts of COVID-19 on Santa Monica residents including housing and food insecurity.

Business Recovery

The COVID-19 health emergency has heavily impacted Santa Monica's economy and in May, Santa Monica businesses experienced damages as a result of civil unrest. Donations to the *We Are Santa Monica Fund* provides support to efforts aimed at recovery so our businesses can continue to serve the community.

Black Agenda in Santa Monica

The health and economic impacts of COVID-19—and the national movement to rethink public safety—have laid bare the effect of structural racism on Black, indigenous, and other Americans of color. *We Are Santa Monica* offers donors a vehicle to support the Black Agenda in Santa Monica and citywide efforts to advance racial equity in our community.

Emergency Food Pantry at Virginia Avenue Park

The City of Santa Monica operates an emergency food pantry at Virginia Avenue Park to help serve those facing food insecurity in our community. Donations help serve families in need with nutritious food boxes. A donation of \$50 supports a family for two weeks. A donation of \$100 supports a family for an entire month.

RAISED TO DATE
\$1,153,145

Reaching Vulnerable Populations

CHILD CARE - ESSENTIAL TO ECONOMIC RECOVERY



Select Language ▼

Programs | Services | Getting Around | Art, Culture & Fun | Businesses | Your C

3 Reasons Why Early Childhood Matters in Santa Monica

March 19, 2021 4:43 PM
by Ivy Chang

and limited government aid, child care is an industry that remains vulnerable, and one that the City's Economic Recovery Task Force (ERTF) has identified as central to Santa Monica's economic recovery. As such, the ERTF recently approved an application to support all licensed providers who are operating in person with funds to help offset the cost of educational materials. Additionally, the City will host a sector-specific workshop focused on free and low-cost marketing strategies in response to this expressed need from local ECE small businesses and non-profits.



TRAINING WEBINAR

MARKETING YOUR BUSINESS TRAINING SERIES

Part 2: Marketing in the Digital Age: Using Social Media and other Digital Communication to Market your Business

Thursday, April 15, 2021
5:30 p.m. - 7:30 p.m.



Reaching Vulnerable Populations

HOUSING RENTAL ASSISTANCE PROGRAM



Programs | Services | Getting Around | Art, Culture & Fun | Businesses | Your City Hall

Select Language

City of Santa Monica Supports over 600 Households Impacted by COVID-19 with Rent Relief

December 22, 2020 11:02 AM



As we close out 2020, the City of Santa Monica is pleased to share that over 600 households experiencing economic hardship due to COVID-19 have been supported with temporary rent relief using a combination of federal Community Development Block Grants, CARES Act funding, and City General Funds totaling \$2.8 million. The program was initially set to support approximately 300 households with an initial fund allocation of \$1.86 million. In October, the City received an additional \$1 million in CARES Act funding and was able to reach additional households with a total of over 600 supported.

"Santa Monica's rent relief and food pantry have provided welcome comfort in 2020 for families who have been significantly impacted by COVID-19," said Mayor Sue Himmelrich. "We will continue to pursue all possible avenues to lift up our most fragile Santa Monicans in every way we can."

The financial support provided includes up to three months of rent or a maximum of \$5,000. The households served include individuals, seniors, and families with young children. Santa Monica's Emergency Rental Assistance Program focuses on preventing evictions and covers rent due after the local Santa Monica eviction moratorium expires. It also aligns with the City's Economic Recovery Task Force focused on developing and supporting measures to help Santa Monica businesses and residents recover during and after this unprecedented crisis.

To learn more about Santa Monica's eviction moratorium, visit santamonica.gov/coronavirus-eviction-moratorium. Struggling Santa Monica households can also contact the City's Emergency Food Pantry at Virginia Avenue Park at (310) 458-8688 or (424) 410-1354 Monday - Friday, 9 a.m. to 5 p.m. Pantry groceries are distributed by appointment only.

###

FUNDING DISBURSED
\$2,800,000

FAMILIES SUPPORTED
640

Reaching
Vulnerable
Populations

HOUSING RENTAL ASSISTANCE PROGRAM

COVID-19 FEATURED NEWS REAL ESTATE

Santa Monica launches Emergency Rental Assistance Program applications

Brennon Dixon · 11 months ago · applications , COVID-19 , Emergency Rental Assistance Program , rental assistance



ADDITIONAL RESOURCES

- ***Disaster Relief Assistance for Immigrants***
- ***Los Angeles County Covid-19 Rent Relief***
- ***CA Rent Relief Program***

VIRGINIA AVENUE PARK EMERGENCY FOOD PANTRY

Reaching
Vulnerable
Populations



BOXES DISTRIBUTED
10,000

FAMILIES FED WEEKLY
250

Reaching
Vulnerable
Populations

VAP COMMERCIAL KITCHEN



Marrying Food and Entrepreneurism in the Pico Neighborhood - the Virginia Avenue Park Commercial Kitchen

Virginia Avenue Park (VAP), nestled within the City's most ethnically and culturally diverse neighborhood, is a community hub that offers a wide variety of educational, cultural, and virtual programs and events to youth and their families in the Pico Neighborhood.

The Pico Neighborhood has been greatly impacted by the COVID-19 pandemic. VAP was quick to respond and partnered with the Westside Food Bank to become an emergency food pantry site to address issues of food insecurity in Santa Monica. It also provided safe assistance to support applicants of the City's Emergency Covid-19 Rental Assistance Program. Many of those living in the Pico community work in the food service industry which has been hardest hit by the by the pandemic and the economic crisis country-wide. And many are looking for ways that they can start their own businesses to survive.

**SANTA
MONICA
SHINES**

CALLING ALL CHEFS!

BRING YOUR DREAMS TO LIFE.

FIND OUT WHAT IT TAKES TO
MAKE IT IN THE FOOD INDUSTRY.

What does it take to be a
successful food Entrepreneur?
Food cart, truck, restaurant,
caterer, private chef, restaurant
chef - hear the delicious stories
of local success!



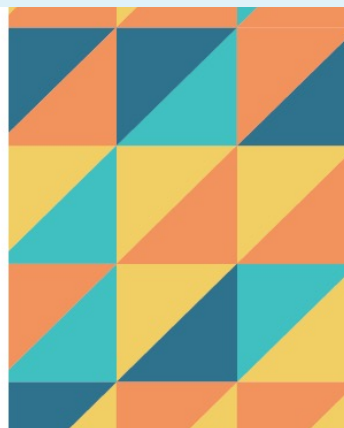
Reaching
Vulnerable
Populations

JOB SEEKERS RESOURCE SERIES

LISTO PARA TRABAJAR

SEMINARIO WEB DE RECURSOS DE EMPLEO

Miércoles 30 de septiembre (español)
2:00 - 4:00 pm



READY TO WORK

EMPLOYMENT RESOURCES WEBINAR

Wednesday, September 23 (English)
2:00 - 4:00 pm

Join Zoom Meeting directly:

<https://bit.ly/2Zimy4y>

Meeting ID: 943 2781 5612 Passcode: hLW73C

Call 310-458-8688 for assistance

*Connect with agencies that can prepare you
to land that next job!*

Meet with local community and educational partners:

- Chrysalis
- Hospitality Training Academy
- JVS WorkSource
- Santa Monica College, Noncredit Initiatives
- SMMUSD Adult Education Center
- Santa Monica Public Library
- SMPL Career Online High School

Following panel presentations, participants will meet with individual agencies in a breakout room to sign up for their programs or schedule follow up appointments.

This event is presented in collaboration with Community Corporation of Santa Monica. For more information visit <https://www.santamonica.gov/economicrecovery/job-resources>. Or contact Virginia Avenue Park at 310-458-8688 or vap@smgov.net



Employment Resources Webinars in English & Spanish

Ready to Work Webinar connecting job seekers with employment service agencies

- Ready to Work Webinar Recording (English)
- Grabación del seminario web Listo Para Trabajar

Employment Preparation, Job Search, and Job Retention

- Chrysalis
- JVS WorkSource
- Santa Monica Public Library

Career Training Classes/Programs

- Santa Monica College (SMC) Noncredit Initiatives
- Hospitality Training Academy (HTA)

Reaching
Vulnerable
Populations

LOCAL HIRE CAMPAIGN



Hire Local Jobs Board and Employment Resources

Santa Monica's Economic Recovery Task Force has compiled these local training and searching services for job seekers. Jobs in your inbox, join the email list by selecting "Jobs" [here](#).

FOR EMPLOYERS: To submit a job posting, send it to [here](#)

Hire Local Jobs Board

- Santa Monica Start-Up: Bug-a-Salt
- Casa Martin
- Sechoir Hair Studio
- Rod Eliassi Insurance Agency Inc
- Creative Steps
- State Farm Agent- Ryan Edwards
- Barney's Beanery Santa Monica
- Perry's Cafe Santa Monica

INDIVIDUALS ON JOB
ALERT BOARD

802

BUSINESSES THAT
HAVE POSTED JOBS

70+

NUMBER OF JOBS
POSTED

166

Supporting
Local
Business and
Neighborhood
Vitality

SANTA MONICA OUTDOORS – FITNESS/WELLBEING



SANTA
MONICA
SHINES



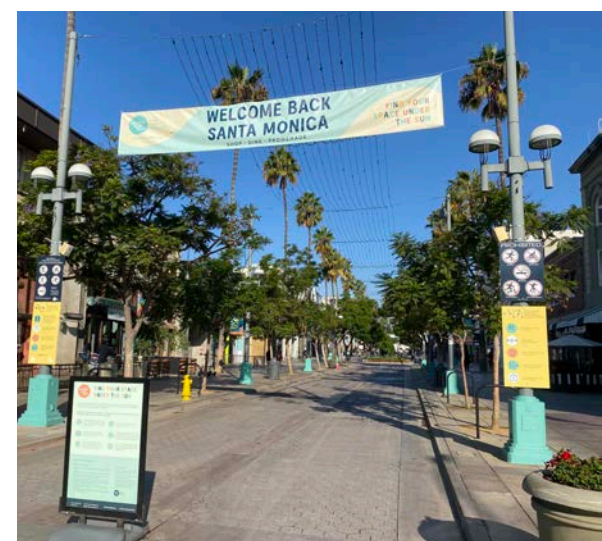
SANTA MONICA OUTDOORS – PARKLETS AND PRIVATE PROPERTY DINING

Supporting
Local
Business and
Neighborhood
Vitality



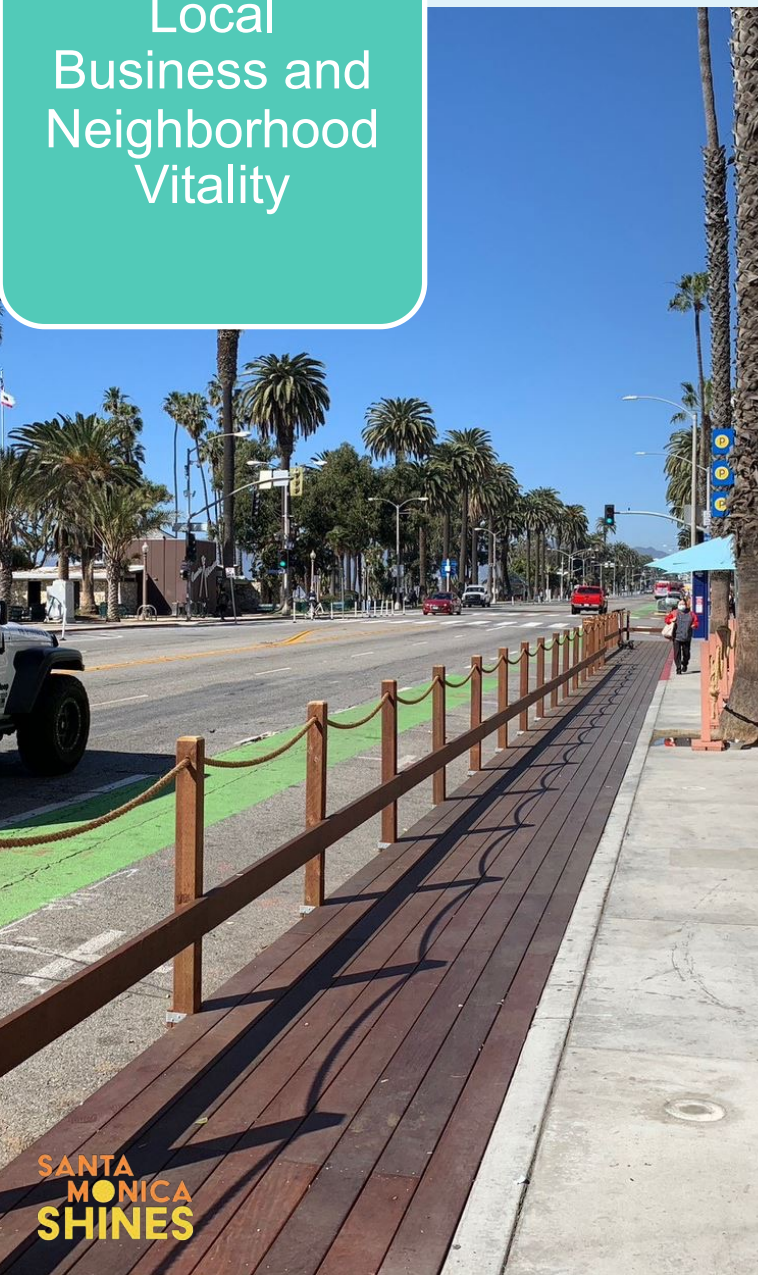
Supporting
Local
Business and
Neighborhood
Vitality

SANTA MONICA OUTDOORS – SIDEWALKS



Supporting
Local
Business and
Neighborhood
Vitality

SANTA MONICA OUTDOORS – MAIN ST. AL FRESCO & OCEAN AVE BOARDWALKS



Supporting
Local
Business and
Neighborhood
Vitality

SANTA MONICA OUTDOORS – DRIVE IN EXPERIENCES



Supporting
Local
Business and
Neighborhood
Vitality

ART OF RECOVERY



PROJECTS EXECUTED
14

PROJECTS UPCOMING
13

OF PAID ARTISTS
50

Successful partnerships with
BIDs, neighborhood groups,
nonprofits and artists through
matchmaking

Supporting
Local
Business and
Neighborhood
Vitality



SANTA
MONICA
SHINES

ART OF RECOVERY



FREE CITYWIDE SIGNAGE AND PPE TO SUPPORT REOPENING EFFORTS

Promoting
Safe Indoor
and Outdoor
Environments

SIGNS DISTRIBUTED
8,000+

MASKS DISTRIBUTED
50,000+



Promoting
Safe Indoor
and Outdoor
Environments

FREE CITYWIDE SIGNAGE AND PPE TO SUPPORT REOPENING EFFORTS



SANTA MONICA SHINES COVID-19 ASSURANCE PROGRAM

Promoting
Safe Indoor
and Outdoor
Environments



Complimentary COVID-19 Assurance Program

Santa Monica is committed to supporting our business community and powering our recovery with online safety courses and accountability tools.

[LEARN MORE](#)



SANTA MONICA SHINES COVID-19 ASSURANCE PROGRAM

Promoting
Safe Indoor
and Outdoor
Environments



REGISTERED BIZ
265

REGISTERED PEOPLE
635

**SM SHINES
CERTIFICATION**
124

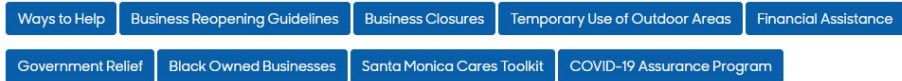
Sharing and Amplifying Our Efforts

WEBSITE: RESOURCES, INFORMATION, SUPPORT

Santa Monica's Economic Recovery

Santa Monica Cares about our businesses, our workers, and our community. By working together, we can rebuild our economy, help businesses reopen and rebuild, and bolster our community's wellbeing by connecting residents with resources necessary to recover from the COVID-19 pandemic, including child care, job training, and other financial relief.

Top Resources



Resources by Category



Business Owners



Community Members



Job Seekers



Email Updates



Economic Recovery Task Force

Latest Economic Recovery Updates

- Investments on Ocean Avenue to Create a New Sense of Place (October 21, 2020)
- City Council Approves Amendments to Leasing Requirements (October 13, 2020)
- Tips to Safely Enjoy Santa Monica's Fall Festivities (October 13, 2020)
- City Council Approves Redevelopment of Historic Miramar Hotel (September 30, 2020)
- Certified Personal Trainer Jared Rodriguez brings a Brand of Fitness that Perfectly Embodies the Santa Monica Lifestyle (September 29, 2020)

WWW.SANTAMONICA.GOV/ECONOMICRECOVERY
WWW.SANTAMONICASHINES.COM

MOST POPULAR

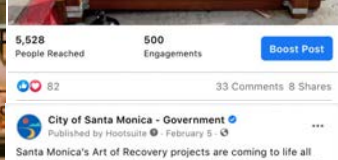
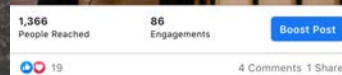
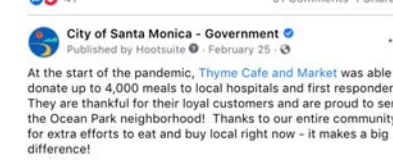
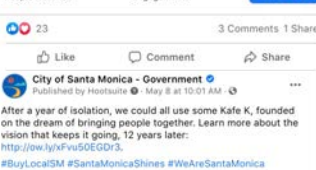
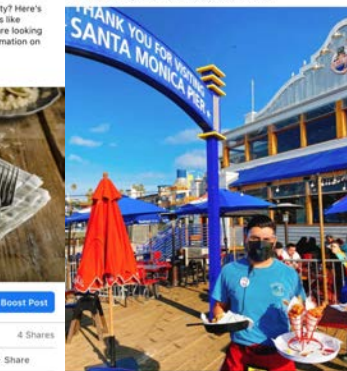
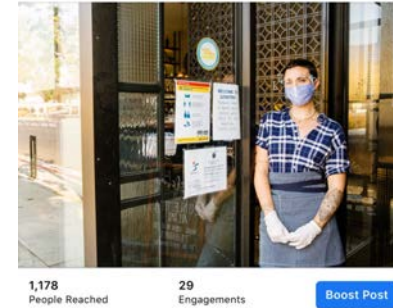
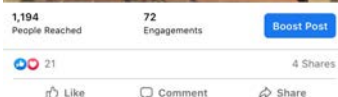
- **Business Reopening**
- **Job Resources**
- **Government Relief**
- **Financial Assistance**
- **Black Owned Biz**

BI-WEEKLY EMAILS

- **Sent to ~10,000 Santa Monica Businesses**
- **Open Rate: Over 30%**

SOCIAL MEDIA: RESOURCES, INFORMATION, SUPPORT

Sharing and Amplifying Our Efforts

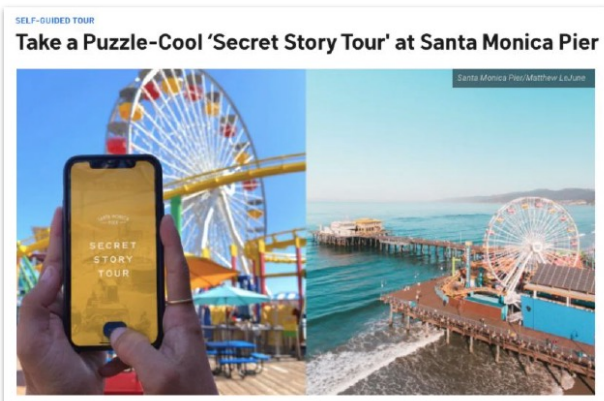


Sharing and
Amplifying
Our Efforts

EARNED MEDIA MENTIONS



October 1, 2020
NBC Los Angeles Online
New Pier Experience



IMPRESSIONS
Over 533,000,000



December 10, 2021
The Argonaut Print

**Holidays Happenings +
Art of Recovery**

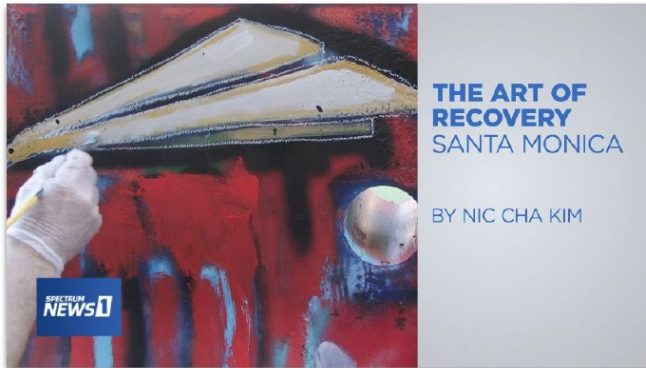


PRESS CLIPS
Over 304



December 29, 2020
Spectrum News 1 SoCal

Art of Recovery



Sharing and Amplifying Our Efforts

STREATERIES, BUSINESSES, AND NEIGHBORHOODS

As the pandemic limited indoor dining, shopping, and other aspects of community life, cities found creative ways to support businesses and accelerated the implementation of locally focused planning concepts.

Because indoor activities proved riskier than outdoor ones, many cities restricted the indoor capacities of restaurants and other businesses. To mitigate the economic impacts of these decisions, cities, downtown associations, and other partners have facilitated outdoor arrangements for small businesses, such as transforming parking spots into parklets and expediting permitting processes for outdoor dining. In cities with colder seasons, winterization assistance has helped these efforts continue year-round.

At the same time, the 15-minute city concept—the ability to meet basic needs within a 15-minute walk or bike ride—increasingly gained traction as one way to accommodate early concerns about the safety of public transportation, recommendations to make only short and essential trips, and guidance to reduce transmission by staying as local as possible. Other planning ideas similarly emphasized neighborhood life by creating multiblock, car-free areas with expanded public spaces.

By helping residents to safely eat, shop, and live locally, cities have addressed COVID-19 not only as a public health crisis but also as an economic and social challenge. During the pandemic recovery, supporting small businesses and ensuring that people can meet their needs locally will continue to be essential. In the long term, the innovative programs and projects profiled here may also change expectations of how residents can use and experience public space, shaping cities with new outdoor possibilities and thriving local life.

- BUENOS AIRES, ARGENTINA
- MELBOURNE, AUSTRALIA
- PARIS, FRANCE
- ROTTERDAM, NETHERLANDS
- SANTA MONICA, CALIFORNIA
- ST. JOHN'S, NEWFOUNDLAND
- TAMPA, FLORIDA
- VANCOUVER, WASHINGTON
- VILNIUS, LITHUANIA
- WEST PALM BEACH, FLORIDA



URBAN LAND INSTITUTE GLOBAL RECOVERY REPORT

Sharing and
Amplifying
Our Efforts



STREATERIES, BUSINESSES, AND NEIGHBORHOODS

SANTA MONICA, CALIFORNIA

Santa Monica adopted temporary guidelines to allow businesses to use sidewalks, on-street parking spaces, and private outdoor property—including plazas and parking lots—for outdoor business operations.

› LEAD

An interdepartmental group worked closely with Santa Monica's Emergency Operations Center and city leadership to adopt guidelines allowing for the temporary use of outdoor spaces by various types of businesses.

› KEY INSIGHT

A streamlined permitting process enabled approvals to be granted quickly—oftentimes on the same day as the application.

› MORE DETAILS

Santa Monica went from having 67 outdoor dining sidewalk patios and three parklets to over 224 outdoor activations and 65 parklets in a matter of weeks because of the program. These spaces added vibrancy to commercial districts and have helped keep businesses open during the pandemic.

[HOVER TO READ MORE](#)



THE PANDEMIC AND THE PUBLIC REALM

› EQUITY

All businesses were invited to consider ways they could safely use the public realm while maintaining public access and complying with public health orders, physical distancing requirements, and the Americans with Disabilities Act. The city waived permit application fees and monthly outdoor dining license fees to ensure the opportunity would be accessible to businesses of all sizes.

[HOVER TO READ MORE](#)

› WHAT'S NEXT

Since the implementation of the program, the city has also created new outdoor fitness zones on the Santa Monica Pier to help support gyms and fitness studios while allowing residents to safely engage in physical activity. The city is also planning to create a more permanent parklet program citywide to support restaurants and businesses while creating a stronger sense of place.

Adapted from responses from Jennifer Taylor, economic development manager, city of Santa Monica.

[LEARN MORE](#)



SM CARES SHINES

Support your community this season by shopping local, while wearing your mask and avoiding groups an

BUSINESS

SM CARES SHINES

Uncover the History of the Santa Monica Pier with
New 'Secret Story Tour' Digital Interactive
Experience.

SM CARES SHINES

As we near the Thanksgiving holiday,, there are new guidelines to assist in slowing the spread of CO

SM CARES SHINES

GIVING THANKS(GIVING) PROGRAM HOSTS: City of Santa Monica Santa Monica College Community Corporation

BUSINESS

SM CARES SHINES

The effects of COVID-19 continues to alter every aspect of our lives, shifting the pace of the world

BUSINESS

SM CARES SHINES

This special content is made possible through the Santa Monica Economic Recovery Task Force and its outreach partners: City of...

12 PART SHINES SERIES

[illegible][illegible]

BUY LOCAL / HOLIDAYS ARE HAPPENING OUTREACH EFFORT

Sharing and
Amplifying
Our Efforts



SANTA MONICA HOLIDAY SPECIALS & EVENTS

Posted November 11, 2020 in Uncategorized
Updated May 5, 2021

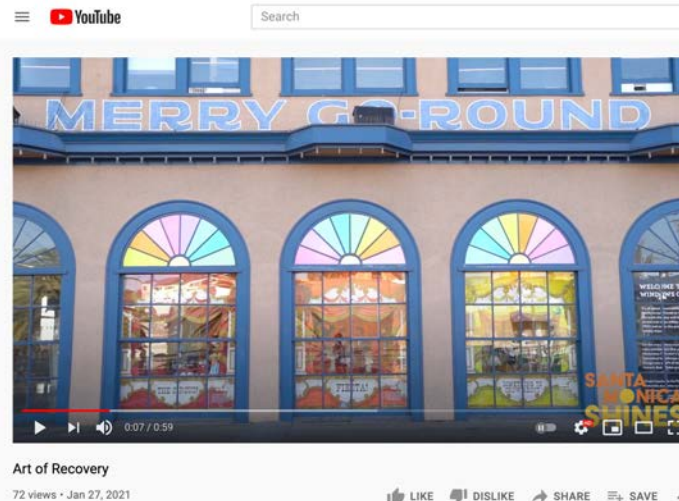
PLEASE NOTE THE HOLIDAY EVENTS AND SPECIALS LISTED BELOW ARE FOR 2020. CHECK BACK FOR 2021 EVENTS AND SPECIALS.

The holidays are happening in Santa Monica! Restaurants, retailers, and businesses are offering an array of festive, physically-distanced attractions and charitable food and clothing drives to give back to the community this season. From live holiday art installations at the iconic Third Street Promenade and Santa Monica Pier, a holiday movie performance at Santa Monica Place and festive shopping along holiday-themed streets like Main Street, Montana Avenue & Pico Boulevard, Santa Monica continues to shine through the holidays while keeping the community safe and healthy.

Explore the Santa Monica holiday cheer, seasonal specials, Christmas & Hanukkah menus and holiday events being offered throughout the city.

SANTA MONICA HOLIDAY CHEER

For more information on the 2020 holiday events and specials, visit [santamonica.com/holiday-specials](#).



Integrated Digital
Outreach to
Encourage People to
Buy Local Over the
Holidays

ACCOUNTS REACHED
80,000

BUY LOCAL / HOLIDAYS ARE HAPPENING OUTREACH EFFORT

Sharing and Amplifying Our Efforts



Integrated Digital Outreach to Encourage People to Buy Local Over the Holidays

ACCOUNTS REACHED
80,000

Sharing and Amplifying Our Efforts

SHARED IDENTITY

- Assist with our economic recovery by communicating in *one shared voice* what makes Santa Monica unique and special, how the community describes Santa Monica to others, and making sure we promote an authentic Santa Monica beloved by our residents.
- Connected with over 100 people to date and working now on resident survey to engage the community further. Survey is being developed by various community representatives to ensure fully inclusive.
- Findings from both listening sessions and survey will serve as a foundation for the Shared Identity development.



SANTA MONICA SHINES – KEEPING SANTA MONICA CLEAN

Sharing and
Amplifying
Our Efforts

HELP SANTA MONICA SHINE

Please Break Down
Your Boxes and
Schedule Three,
FREE Bulky Pick Ups
Every Year.



If this area needs service, let us know:
santamonica.gov/311 | Call 3-1-1 | 311@santamonica.gov

SANTA
MONICA
SHINES

SHOW YOUR LOCAL LOVE

Do the
Right Thing,
and Put Trash
and Recycling
in the Bins

*Used masks and gloves
belong in the trash.*



If this area needs service,
let us know:
santamonica.gov/311 | Call 3-1-1
311@santamonica.gov

SANTA
MONICA
SHINES

SHOW YOUR LOCAL LOVE

Please
Pack Up
Your Trash.
A Clean,
Green City
Takes ALL
of Us!



If this area needs service,
let us know:
santamonica.gov/311 | Call 3-1-1
311@santamonica.gov

SANTA
MONICA
SHINES

HELP SANTA MONICA SHINE Spring Cleanup

You can make a difference, start today! Let's work together to keep our community clean. Pick up a cleanup kit at a convenient Santa Monica location and pick-up trash around your neighborhood. Kits will be available for pick up at Santa Monica Locations through August 31.

Starting **Thursday, April 22nd through Tuesday, June 1**, snap a picture of yourself or your group when you're out cleaning and post on your social channels using **#WeAreSantaMonica** and **#SantaMoniCARES** for a chance to win a \$100 gift card to a Santa Monica business!

After your cleanup, dispose items collected in the appropriate receptacle, wash your hands thoroughly with soap and water, and sanitize all gear used including personal objects, like your cell phone.

Kits Available for Pick Up at Santa Monica Locations

- #1 Downtown Santa Monica, Inc. Ambassador Desk
Parking Structure 4
1321 2nd St (across from the alley)
10 a.m. – 8 p.m. daily
- #2 Perry's
2400 Ocean Front Walk
9:30 a.m. – 6:30 p.m. daily
- #3 / #4 Santa Monica Visitor Information Centers
2427 Main St / 1400 Ocean Ave
Wed - Sun • 11 a.m. – 4 p.m.
- #5 Ten Women Gallery
1128 Montana Ave
12 p.m. – 6 p.m. daily
- #6 Pier Shop & Visitor Center
200 Santa Monica Pier
Wed - Sun • 11 a.m. – 4 p.m.
- #7 Pico Pop Pop
2017 Pico Boulevard
Most Weekdays • 10 a.m. – 1 p.m.
- #8 In2Deep Diving
3103 Pico Blvd
10 a.m. – 5 p.m. daily
- #9 Animal Kingdom Santa Monica
300 Pico Blvd
Mon - Fri • 9 a.m. – 7 p.m.,
Sat/Sun • 10 a.m. – 6 p.m.



More info:
SantaMoniCares.com

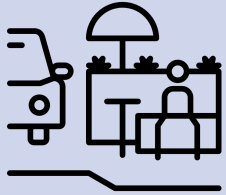
City of
Santa
Monica

Santa MoniCARES
TOGETHER WE PROTECT THE QUALITY OF OUR COMMUNITY

SANTA
MONICA
SHINES

Lasting Changes for the Community

Later tonight: SM OUTDOORS



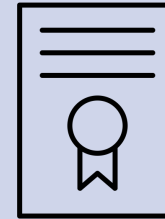
**SM OUTDOORS
PROGRAM**

June 08



**RENT RELIEF FOR
CITY TENANTS**

June 22



**NEW PERMITS AND LICENSES
FOR OUTDOOR USES**

Spring 2022



**GOOD
VIBES
START
HERE**



#WeAreSantaMonica
santamonica.gov/smshines

**THANK YOU
GRACIAS
MERCI
ARIGATOU
DANKE
XIÈ XIÈ
DHANYAVAAD
●BRIGADO●**



#WeAreSantaMonica
santamonica.gov/smshines

**SHINE
ON
SANTA
MONICA**



#WeAreSantaMonica
santamonica.gov/smshines